



DORSET COUNTY HOSPITAL CHARITY

# BOOST

2011 DIGITAL MAMMOGRAPHY APPEAL

## PRESS RELEASE

Embargoed until 11 February 2011

### DORSET COUNTY HOSPITAL CHARITY ASKS FOR JUST £1

Dorset County Hospital's Charitable Fund is launching its 2011 Appeal to the public.

They are asking everyone who has been treated at the hospital in the past three years to donate **Just £1** to the appeal in February to help it raise half a million pounds to fund the purchase and installation of digital mammography equipment.

Hospital Governor, Wendy Nightingale, who has had breast cancer, volunteered to lead the Appeal. She said: "News this month that breast cancer figures have been revised from one in nine to one in eight women is a sobering thought. One in four of these women will die from this disease. Three hundred men are diagnosed each year in the UK with breast cancer.

"The earlier the diagnosis, the greater the rate of survival.

"Digital mammography is a pressing need for our Hospital. The need is now and I hope that with the help of our community we can raise the money as soon as possible. We want the very best for our patients and to be able to safe-guard this vital service in our Hospital.

"By giving us *Just £1*, or the price of voting in *X-Factor* or *Strictly Come Dancing*, Dorset residents can make a huge difference."

"Will you help us by donating *Just £1*?"

The much needed equipment will take diagnostic imaging for breast cancer from film and chemicals to digital. The benefits for the Hospital and patients are enormous: faster diagnosis, much more accurate detection and the ability to treat greater numbers - keeping DCHFT abreast with technological advancements in health care.

Superintendent Radiographer Sue Green added: "We currently have one X-ray device in the Breast Care Unit which is now 12 years old. It uses a film-based imaging process. This processing takes time and has now been superseded by far superior digital imaging which yields instant images and which Radiographers are being trained to use.

"The old equipment was the best of its kind when we bought it but it is now outdated. It is getting harder to repair as some parts are no longer available. It is the same as your own washing machine: at some point it's just better to buy a new one."

With a national shortage of consultant radiologists with expertise in imaging and interpreting breast radiographs, the hospital needs to attract and retain the best consultants and to “future-proof” this service at the Hospital, and keep up with technological advancements. Currently information cannot currently be shared with regional centres of excellence, including the Poole-based Dorset Breast Screening Unit. Films have to be couriered between DCH and Poole, which costs money and delays diagnosis.

There will be auctions and raffles over the next few weeks including gifts from the Charity’s Patron’s, Oliver Letwin MP and Philippa Clunes who have donated Tea for Two in the House of Commons, and a walk on part in the next Doc Martin series which will be auctioned off later in the spring!

Wendy added: “DCH has had tremendous support from the public in the past and we hope that they will continue to support us with this.

“We’re hoping that by asking for Just £1 from patients, their families or friends, we can reach our target really quickly. It’s easy to donate – there’s boxes all over the hospital, many shops are joining in or you can donate at any branch of Barclays. By giving Just £1, you could be helping to save lives. It really will make a difference.”

If you want to give money or raise money, go to [www.boostdch.co.uk](http://www.boostdch.co.uk) to get exciting fundraising ideas.

-Ends-

**For more information and to arrange interviews, please contact:**

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**Notes for editors:**

The aim of the Charity is to add to and improve Dorset County Hospital's healthcare services over and above that which is provided by the NHS through the encouragement of volunteer commitment and charitable giving, the promotion of grant making and the clear and correct management of funds. The Hospital Charity, with the help of the people of Dorset, aims to support the Hospital in ensuring that every patient has access to world class healthcare in Dorset.

Nearly 300,000 patients are cared for at the Hospital on an annual basis. Good healthcare is priceless but the provision of excellent healthcare comes with a hefty price tag. Many of the important programmes that make a difference and touch the lives of our community are possible only through charitable giving. Charitable giving helps launch or sustain programmes over and above that which the NHS provides. The Charity’s vision is to raise the profile of the Hospital in the community as a worthwhile cause to support and to grow a strong fundraising office, develop loyal donors and supporters and encourage a community awareness and involvement beyond compare. In this way the Charity will endeavour to help provide all those important extras.

Dorset County Hospital NHS Foundation Trust Charitable Fund  
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*Registered Charity 1056479*

**Website: <http://www.boostdch.co.uk>**